

## ABSTRACT OF THE DISCLOSURE

The present invention provides a method and system of effecting commerce in a physically embodied shopping facilities in computerized environment. In a preferred embodiment, a shopping system of the present invention is a physically embodied shopping center comprising a plurality of stores and/or service providers, an electronic-commerce server system, a plurality of local e-shopping client systems, a computer network and a local delivery system. A shopper visiting a shopping center with implemented system of the invention is presented with two basic flexible methods of shopping. In the first method, the shopper may shop by directly visiting the stores in the shopping center and physically looking for goods or services. In the second method, the shopper may choose to shop by using a local e-shopping client system. Local e-shopping client systems are preferably set up in a collective manner inside an e-shopping hall. An e-shopping client system is connected to the electronic-commerce server system via the computer network. The electronic-commerce server system is also preferably connected to the Internet so that the e-shopping front of the shopping center is also accessible by a remote user computer. A shopper using an e-shopping client system may shop for products/services by browsing through the Web pages provided by the electronic-commerce server system, or, by submitting search conditions to the electronic-commerce server system. The shopper can further use a shopping list to expedite a shopping process. When the shopper places an order with a participating store of the shopping center using an e-shopping client system, a delivery may be arranged with the shopping center's local delivery system to have the order delivered to the shopper's desired location, e.g., the local e-shopping client system site where the shopper is doing e-shopping. In regardless of which method a shopper uses to do shopping, the electronic-commerce server system preferably always keep the system updated. The present invention provides an unique and novel system and method in integrating electronic commerce and physics commerce. A system of the invention allows a shopper to have flexible, enjoyable and real-time shopping experience. A system of the invention also allows a shopping center to attract shoppers and effectively sell.